



Litter Picks

Electronic Newsletter

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Virginia Department of Environmental Quality, Division of Environmental Enhancement

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DEQ's Community Involvement Initiative: The Department of Environmental Quality is dedicated to helping the public better understand DEQ's role in protecting the environment, and to involving the public more effectively in environmental decision making.

Welcome to the first edition of Litter Picks, a monthly look at litter prevention news in the Commonwealth and across the nation. We hope that this information is helpful to you in your programs, and that you'll send us news from your area related to litter prevention and awareness. Had a successful clean up event? Recognized companies or citizens for their clean up efforts? Do you have an answer for the Question of the Month? Let us know by sending this information to Steve Coe at gscoe@deq.virginia.gov.

Wise County 2004 Appliance Roundup

Litter and Recycling Coordinator Ray Couch reports that 1500 used appliances were collected under the county's appliance bounty program at nine of the county's eleven convenience centers. An October 2004 event, the citizens received \$10 from the county for each appliance delivered to the centers as an incentive to reduce illegal dumping and to encourage the clean up of illegally dumped appliances. For further information contact Ray at (276) 328-1000.

Save the Date

DEQ will be hosting a one-day training seminar for local litter coordinators and Adopt-A-Highway coordinators on Tuesday, February 22nd, at the Omni Hotel in Charlottesville. Further information will be sent out soon on the agenda, times of the seminar, and other related topics. We look forward to seeing you there.

Litter Summits

2004 saw a number of Virginia localities hosting litter summits to seek solutions to the litter problem in their area. The first one, the Southwest Virginia Litter Summit, was held on Earth Day, April 22nd, in Saint Paul. The summit organizers had four goals: 1) establishment of a regional task force on litter; 2) implementation of the "Assign-A-Highway" program throughout the SW Virginia region by July 1, 2005; 3) development of a timetable for the clean up of illegal dump sites in the region; and, 4) mapping of all illegal dump sites in the nine counties using Geographic Information Systems (GIS) technology. All four goals are well on the way to implementation. Litter summits were also hosted by Dickenson County and the Northern Neck Planning District.

Question of the month: What one thing makes your litter prevention program successful? Answers next month.

Did You Know?

Each year DEQ collects data from the annual Performance and Accounting Reports submitted by Virginia localities on their use of litter prevention and recycling grant funds. This data is used to prepare the Annual Report to the Virginia Litter Control and Recycling Fund Advisory Board. The report is available on DEQ's web site, <http://www.deq.virginia.gov/recycle/>.

The FY 2004 report identifies the category of use of the grant funding as follows:

Salaries	46%	Travel	1%
Administration	5%	Equipment	12%
Program Materials	17%	Other	19%

How does your program compare? Please see the complete report for information about litter clean ups, educational outreach efforts, and the use of volunteers.

"Litter. It Just Isn't Natural" Campaign

Thanks to all who responded to the campaign survey that was sent out January 3. Your responses are being reviewed and summarized for use in the campaign user focus group meetings scheduled for early February. This survey was recommended by the Litter Control and Recycling Fund Advisory Board in order to evaluate and develop Phase III options for the campaign in 2005.

Other Fund Board recommendations from its December 1, 2004, meeting include:

- Set aside \$150,000 for Phase III of the litter campaign,
- DEQ to plan and implement a one-day training seminar for local litter coordinators and VDOT Adopt-A-Highway coordinators (\$17,350 allocation),
- Virginia Council for Litter Prevention and Recycling to submit a grant application to DEQ for the purchase of premiums for use in local program outreach efforts (\$100,000 allocation), and
- Set aside up to \$40,000 for the development, printing, and distribution of an implementation manual to guide localities in creating an Assign-A-Highway program.

Web Links of interest:

- <http://www.epa.nsw.gov.au/litter/index.htm>
- <http://www.kab.org/>
- <http://www.deq.virginia.gov/recycle/lprevention.htm>

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